



Crystal Rogers - President – At-Large
Bjoern Risse – Vice President – Atlantic Ave.
Bill Larson – Secretary – At-Large
Katie Barish – Treasurer – Atlantic Ave.
Anthony Wingfield – Wardlow
Jason Van Fleet – At-Large
David Ayala – Bixby Knolls Shopping Center
Cynthia Lopez – Atlantic Ave
Robin Daykin – At Large

Starr Bunch- Long Beach Blvd.
Jeff Beasley -Long Beach Blvd
Blair Cohn-Executive Director
Myra Pimentel – Project Manager
Alana Salas-Yoshii – Content Manager

BOARD OF DIRECTORS MEETING

Thursday, June 26, 2025, 8:00 a.m. at Expo Arts Center

AGENDA

1. CALL TO ORDER/ROLL CALL

Excused Absences: Blair, Starr, Cynthia, Jeff, Bjoern

2. WELCOME & INTRODUCTIONS

3. APPROVAL OF MINUTES

- Postponing approval of minutes, May 22, 2025 until next meeting when Blair returns

4. NEW BUSINESS –

- a. President’s notes

5. OLD BUSINESS – No Old Business

6. Committee Reports:

- a. Project Manager Report – Myra
- b. Content Manager Report -- Alana

7. 5th District Council Office Report

8. Public Comment (limited to 3 minutes)

9. ADJOURNMENT

Bixby Knolls Business
Improvement Association

4321 Atlantic Ave.
Long Beach, CA 90807

Project Manager Progress Report

❖ Promotions + Admin Bits

○ Bixby Knolls Community Foundation

- Onboarded Magerly, Marketing & Event Intern at the end of May. She's been a great addition to our office, helping us with the marketing materials for our new BKCF branding, extra hands for event preparations, filmed/edited videos for Infrared Sauna & Spa + our first Concert in the Park(ing Lot)
 - I'm managing her hours, tasks & projects, weekly check-ins, and other requirements asked by the LA County (grantor).
 - She's here about 15 hours a week, her hours will vary depending on what events we have going on.
- **Big Bang on the Bay Fundraiser**
 - We have sold 21 seats, \$1,050 fundraised so far.
 - We still have 8 seats open to sell.
- **Long Beach Gives**
 - Alana and I are scheduled to speak on a panel during the Long Beach Gives 2025 Summit. Due to our success last year, we were asked to speak on their "Business Engagement" panel. To compensate for our time, they will make a \$150 donation to our fundraising campaign this year.

○ Retro Romp

- We sold 317 tickets, after expenses we raised \$3,269.19
- All attendees had a great time, about 80% of attendees not our regular event attendees.
- What we learned: we need to somehow integrate tips into future ticket sales, and it seems like the concept was a little hard to understand for some people.

○ Concert in the Park(ing Lot)

- Our first concert of the summer was this Monday. We had over 300 people attend our Bob Marley Tribute concert. Great vibes overall.
- Cynthia & Nicolette helped us table and promote our Bixby Knolls Community Foundation. They gave us some great suggestions for us to implement in the next one.

❖ **Looking Ahead**

- **July 9** – Literary Society, Dream Come True at 7pm
- **July 20** – Kidical Mass, Pixie Toys at 11am
- **July 14** – Concert in the Park(ing Lot), Bixby Joe Lot at 6:30pm
- **July 21** – Concert in the Park(ing Lot), Bixby Joe Lot at 6:30pm
- **July 24** – Knights, Beachwood Brewing & Distilling at 6:30pm
- **August 1** – First Fridays, 6:30pm-9:30pm
- **Every Saturday** – Strollers, Coffee Bean at 7:30am

❖ **Social Media Analytics**

- **Instagram: 35,691** (BK + FF accounts), gained 619 followers since our last meeting.
 - **New Instagram account @bixbyknollscommunity:**
 - 525 followers, gained these in less than 2 weeks.
- **Facebook: 21,380** (all pages combined), gained 32 followers since our last meeting.
 - 12,760 members in community group

Content Manager Report- Alana Salas-Yoshii

Board Meeting June 26, 2025

- **Community Foundation**
 - Tracked, monitored, and recorded donations to the Community Foundation
 - Sent timely thank you letters to donors
 - Recorded check and card payments from the community foundation account
 - Submitted accounting information to bookkeeper
 - Updated donation levels for donor gifts
 - Met with BKCF marketing committee 1 time
 - Hosted and staffed Retro Romp Fundraiser
 - Assisted with onboarding new BK Community Foundation intern.
 - Bixby Board Room
 - Room is 90% done in its current state.
 - Poster options
 - Photos are up w/ captions
 - Hosted BKCF board meeting on 6/2
 - Voted in 2 new board members
 - Suggested 1 new board member- she has since agreed to join
 - Reviewed new branding for the Community Foundation
 - Voted on new officer positions

- **Outreach Projects**
 - Created and sent weekly Bixby Brief newsletter
 - Assisted in social media posts

- **Business Support**
 - Coordinated First Friday tabling with business members
 - Sent business information & updates to BKBIA members
 - Attended COBA virtual meetings
 - Met with Radiance Salt & Sauna for a tour, promo experience, and planning promotional opportunities
 - Met with Salon Medusa to brainstorm their grand opening

- **Community Events**
 - Attended Kidical Mass ride
 - Attended Knights of the Round (Turn)table
 - Sent monthly Literary Society event info and updated Lit. Society landing page
 - Assisted in planning and staffed First Fridays
 - Attended and staffed Concerts in the Park(ing Lot)